



## Session 15

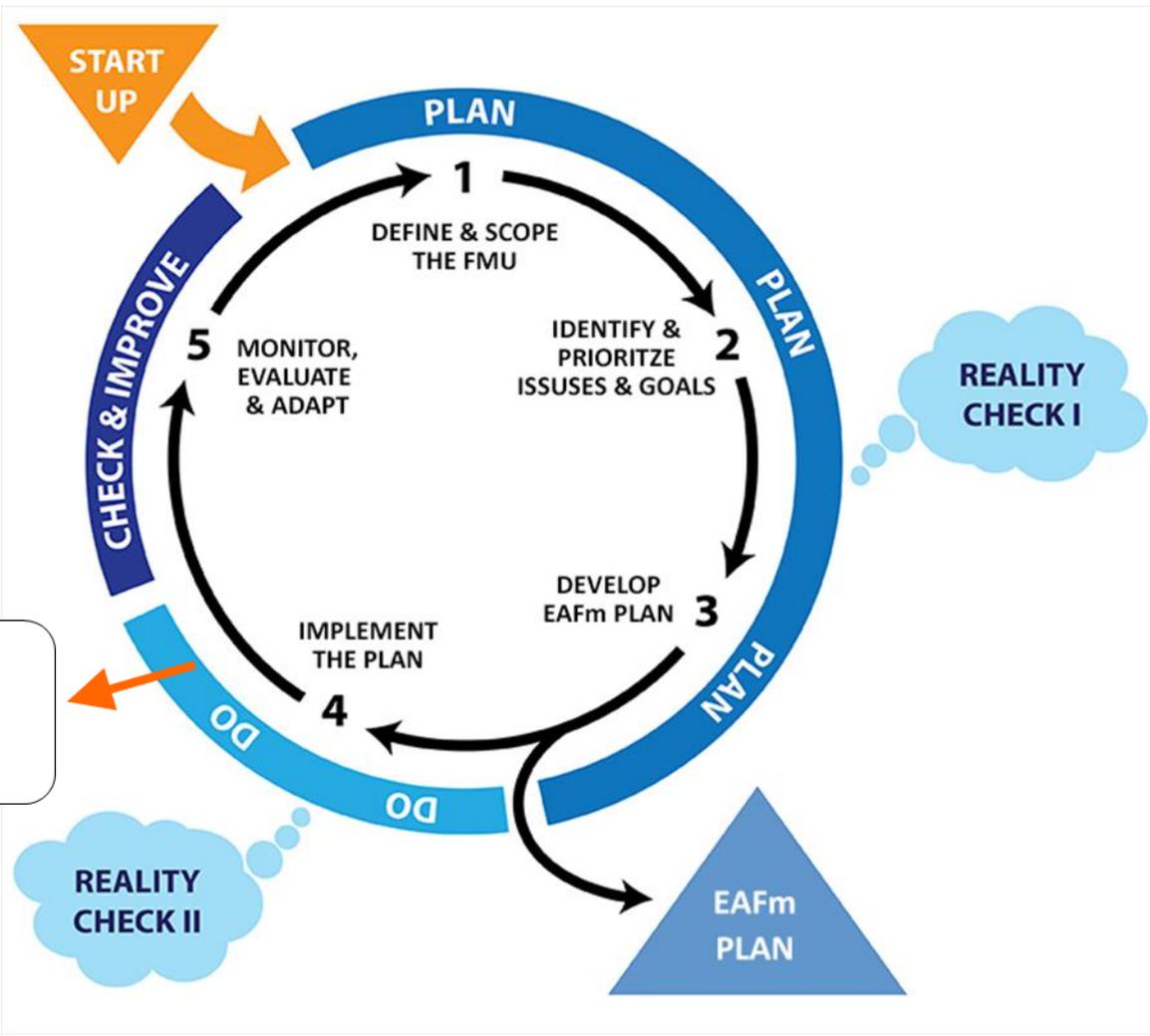
### Step 4.1

# Formalize, Communicate & Engage

Essential EAFm training  
Date | Place



# 4.1 Formalize, Communicate and Engage





# Session Objectives

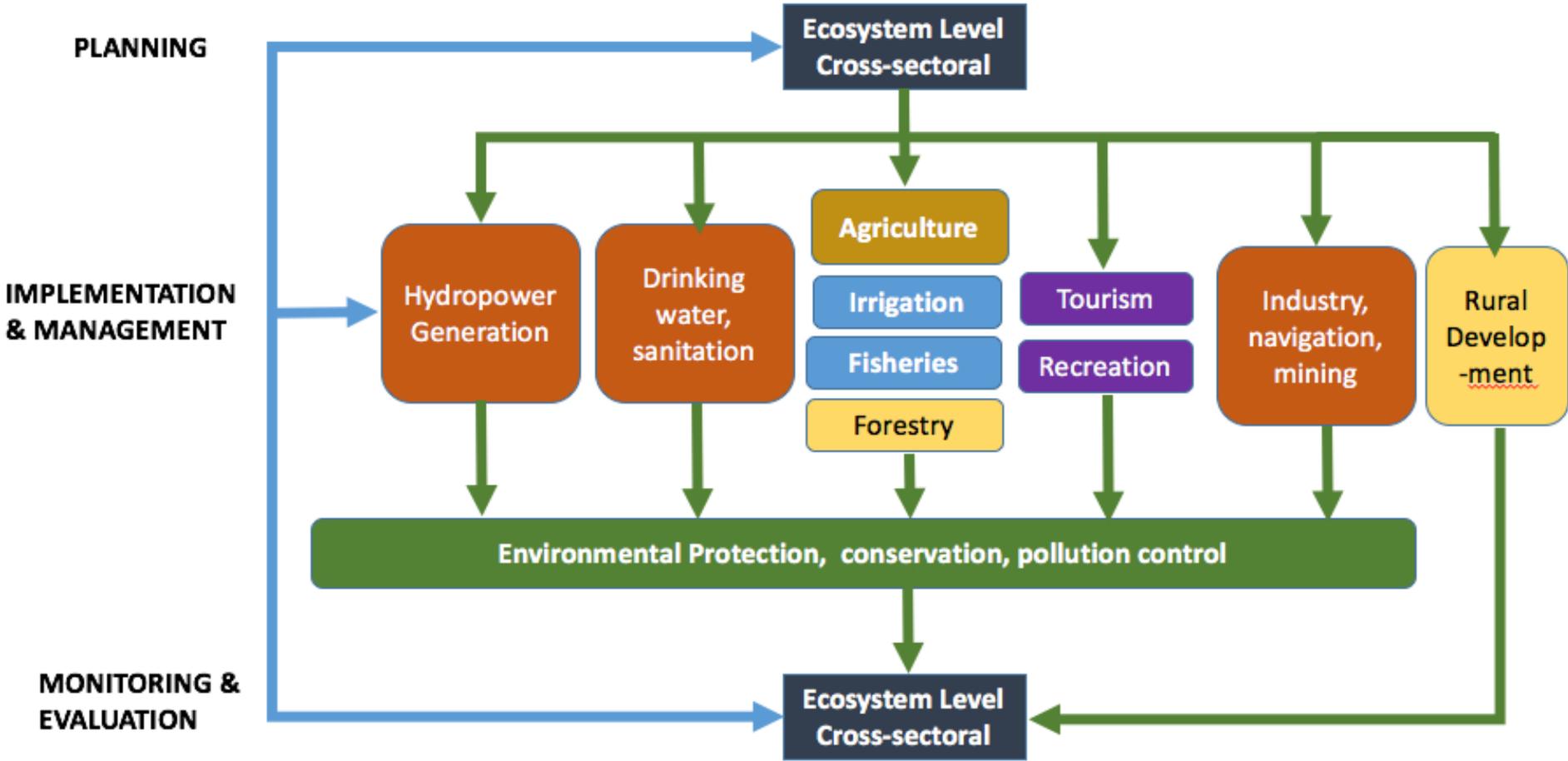
**After this session you will be able to:**

- Develop an implementation work plan
- Summarize what is meant by formal adoption of the EAFm plan
- Develop a communication strategy



# Implementing the EAFm Plan

- Usually governments are organised into sectors (e.g. agriculture/irrigation, fisheries, rural development)
- Implementation will require working with other sector agencies
- Each agency should have a clearly defined role and responsibility
- Implementation at the grass roots level (e.g. fishing communities, co-management groups) will be less sectoral, but will still require coordination and cooperation across agencies





## Need a work plan to help implement the EAFm Plan

**EAFm plan**



**Implementation  
workplan**



# Implementation Work Plan

- Necessary to move ahead with implementing EAFm plan
  - Most effective if mainstreamed into annual budget cycles and plans, but this may take time
- **WHAT** tasks need to be done?
  - **WHO** does them?
  - **WHEN** will they be done?

**NEED TO WORK WITH OTHER AGENCIES**



# Implementation Work Plan

- Includes how to formalize the EAFm Plan
- Includes how to communicate the Plan
- Includes how to implement the management actions

- **WHAT** tasks need to be done?
- **WHO** does them?
- **WHEN** will they be done?

**NEED TO WORK WITH OTHER AGENCIES**



# Formalizing the EAFm Plan

## Legitimizing the Plan

- Validation and “buy-in” by stakeholders
- Endorsement and adoption of the plan
- Plan is legally and socially enforceable by the relevant authority or groups



# Formalizing the EAFm Plan

Formalization will be depend on the country

- Decree
- Ordinance
- Proclamation
- Local government acts

Important to link to existing legislation

e.g. Fishery Act, Local law



# Communicating the EAFm Plan

**Purpose** → Sharing the EAFm plan and results with target audiences

- How?**
- Identify target audiences
  - Develop approaches for communicating with each
  - Develop key messages
  - Timing



## Other Considerations for Communication

### Depending on target audience

- What is your budget for communication?
- What media will be suitable and effective?
- What languages?
- Timing and location?
- How will you know how well your message has been interpreted and understood?



# Communication Strategy

<b>Target audience</b>	<b>Communication method (how &amp; where)</b>	<b>Key messages</b>	<b>Timing</b>



# Key Messages

## In Step 4:

- The plan is formalized (to avoid being just another document on someone's desk)
- The EAFm plan needs to be communicated widely through a communication strategy
- An implementation work plan is needed to put the EAFm plan into action